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Linotile Floors for Residences



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CCA

LINOTILE FLOORS

for

Residences

Sunrooms, Sleeping Porches, Living-rooms,
Dining-rooms, Baths, Kitchens, Pantries,
Sewing-rooms, etc.

LINOTILE

Reg. U. S. Pat. Off.



ARMSTRONG CORK & INSULATION COMPANY
PITTSBURGH, PA., U. S. A.

*Branch Offices or Authorized Agents in the Principal Cities
of the United States and Canada*

LINOTILE FLOORS



This striking floor of 9-inch squares of black and white Linotile is laid in the reception hall in the residence of Mrs. E. K. Hazzard, Brentwood Park, Calif. Frederick J. Soper, architect

The Selection of Floors



FIFTY years ago the selection of proper flooring materials for the home was a simple matter. Mid-Victorian styles decreed that the floors in the living portions be covered to the baseboards with carpet or matting, while those in the kitchen and pantry were either painted or left entirely bare. Hence, floors of sound lumber that were reasonably tight and level fulfilled all needs.

Happily, styles have changed even though the transition has multiplied the requirements that floors in the home must meet, and has made their selection considerably more of a problem. Particularly is this true in sunrooms, kitchens, pantries, bathrooms; and in halls, reception-rooms and living-rooms where certain schemes of interior decoration are to be carried out.

The floors for areas such as these should be durable, sanitary, easy to clean and afford a wide variety of colors and designs—all of which qualities are characteristic of hard tile. But hard tile floors have some very undesirable features, too. They are cold, slippery and decidedly uncomfortable to those who must stand or walk on their unyielding surfaces for any length of time. And these disadvantages are sufficient to restrict the use of ordinary tile to a very great extent in the modern home.

Linotile Floors

But there is a tile that has all of the desirable characteristics of hard tile—its durability, beauty, cleanliness and sanitary qualities—and in addition is warm, resilient and nonslippery. It is Linotile—a composition of powdered cork, oxidized linseed oil and pigments. The various ingredients are thoroughly mixed, rolled out under heavy pressure into sheets of a uniform thickness of $\frac{1}{4}$ inch, and subjected to a seasoning process until completely and uniformly cured. The sheets are then cut into tile and strips of various shapes and sizes. In laying Linotile floors, the individual units are securely fastened to the base with a permanent waterproof cement and the joints sealed with the same material. (See specifications for laying, pages 18-24.)

Linotile Floors Are Durable Probably the first requirement of any floor is that it wear well and not require frequent repairs and refinishing. Of the durability of Linotile floors there can be no question. Not only are the first residence floors of Linotile still in good condition after eight years of service, but countless installations in offices, stores and public buildings, where the service is a hundredfold more severe, have proved beyond

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LINOTILE FLOORS



The clean, inviting appearance of this kitchen, in the residence of Mr. S. J. Yaspán, Brooklyn, N. Y., is due in no small measure to the floor. Four-inch squares of white Linotile are separated by one-quarter-inch interlining strips of light blue and the whole is surrounded by a border of light blue and white



doubt that Linotile floors leave nothing to be desired from the standpoint of durability.

And the reason for this is plain. Linotile is a tough, elastic material. It has no grain to rise and splinter like wood. Its surface is not easily marred. Furthermore, Linotile is not hard and brittle, and will not crack or craze. Hence, Linotile floors do not require frequent and expensive refinishing or replacements, which in most homes call for a considerable outlay of money over a period of years.

But the most conclusive evidence of the durability of Linotile floors is found in the testimony of those who have used them. For instance, Mr. A. C. Bishop of Cleveland, Ohio, wrote on May 21, 1923:

"I can without hesitation cheerfully recommend the use of Linotile to anyone interested in a good floor covering.

"The writer's present home was completed some three (3) years ago. The sunroom and kitchen have Linotile floors laid on white pine flooring. *They are exactly in the same condition now as when laid. We believe them to be indestructible, to say nothing of their beauty and comfort under foot.*"

Note also the opinion of Dr. E. K. Conrad, Hackensack, N. J., formed after Linotile had been in service for five years in his home:

"Regarding the Linotile floors you installed in the kitchen, pantry, sun porch and bathroom of my residence five years ago [in 1918], I am pleased to state that these floors are most satisfactory, and I would not hesitate to recommend the use of a Linotile floor to any prospective home builder.

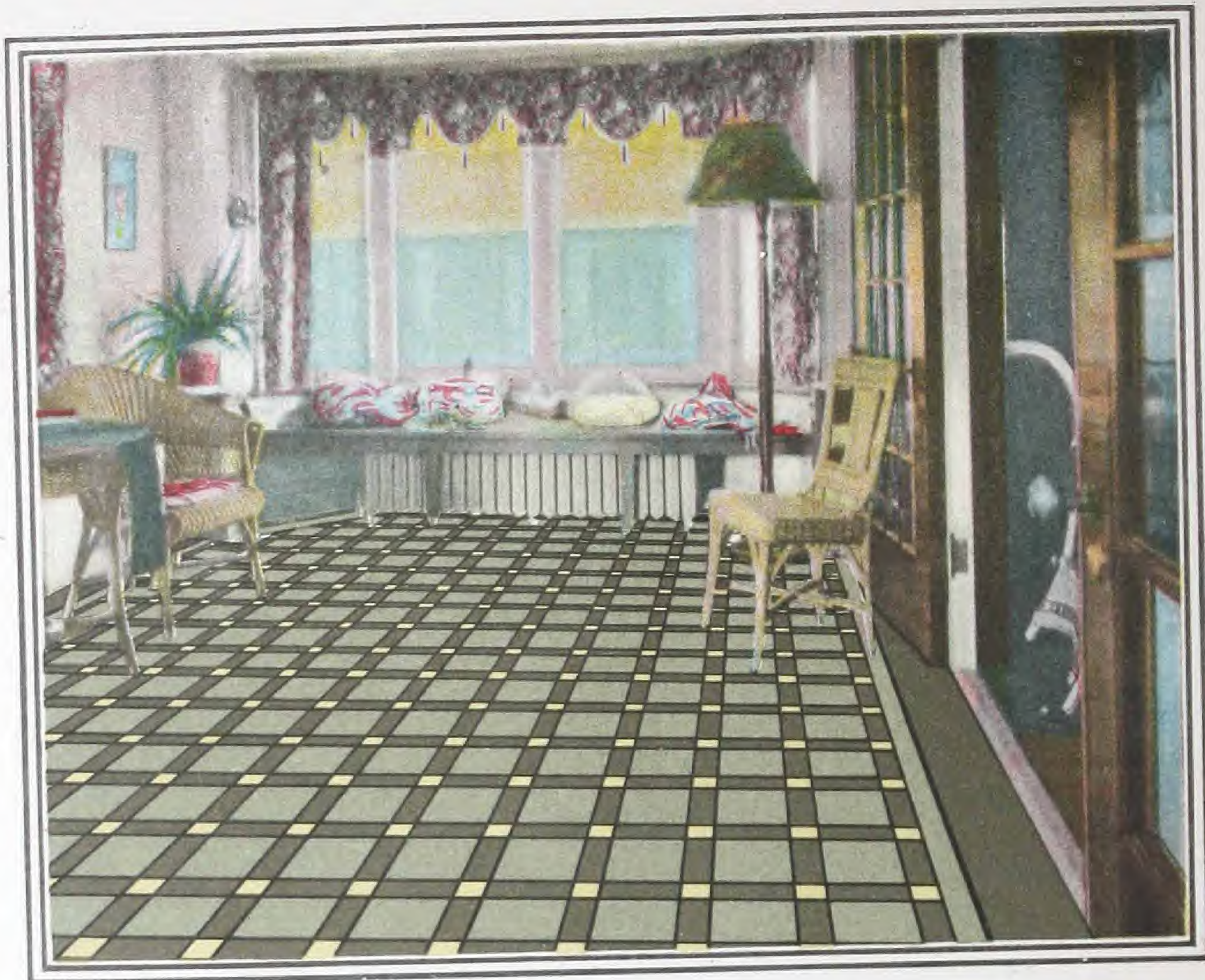
"*They are not only easy to keep clean and exceedingly attractive, but have proven by the length of time they have been in my home that they are very durable.*"

Linotile Floors Are Beautiful and Artistic in Appearance From the decorative and artistic standpoint, Linotile floors leave little to be desired. They are not merely neutral, characterless backgrounds designed to detract as little as possible from the decorations or surroundings. Neither are they supplied in set patterns which offer little opportunity for the expression of distinctive individuality. Instead, the eleven soft, inviting colors and the well-chosen assortment of sizes and shapes in which Linotile is supplied afford architect and owner ample material for the creation of floors that not only harmonize perfectly with the decorative scheme, but actually enhance the beauty of their surroundings. With Linotile, the floor can be made to express faithfully the spirit of the room in which it is laid, a characteristic which recommends it for the living portions of the home as well as for the baths, kitchen and pantry.

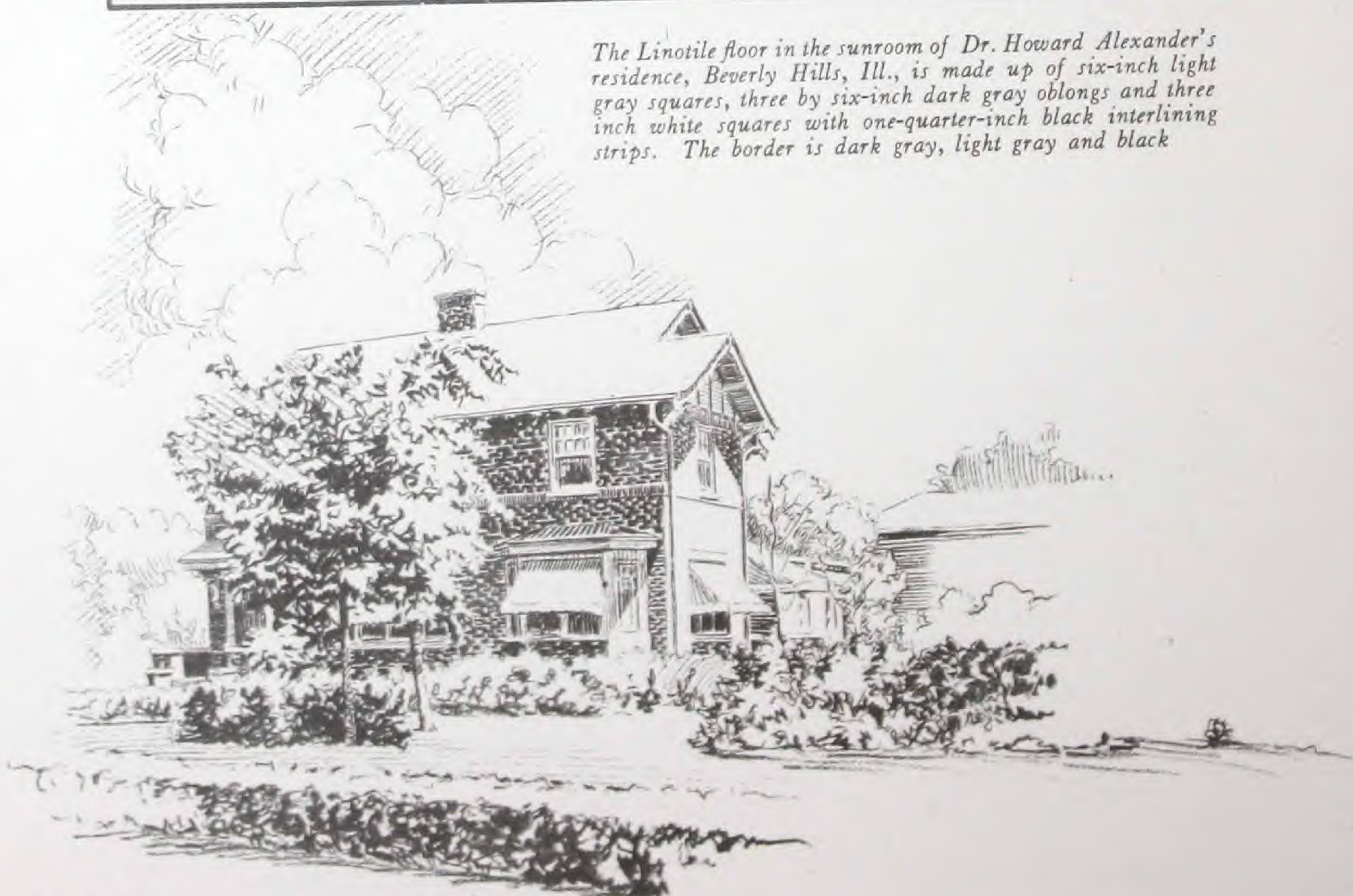
In commenting on the artistic appearance of Linotile floors, Mr. Paul Doepper, Richmond Hill, Long Island, New York, says in his letter of June 20, 1923:

"At this occasion, let me say that I am exceedingly pleased with the work you did in my two bathrooms, and I can highly recommend your

LINOTILE FLOORS



The Linotile floor in the sunroom of Dr. Howard Alexander's residence, Beverly Hills, Ill., is made up of six-inch light gray squares, three by six-inch dark gray oblongs and three inch white squares with one-quarter-inch black interlining strips. The border is dark gray, light gray and black



Linotile to all those who wish to select and make up a pattern and color combination suitable to their own individual taste and wishes.

"The variety of shapes, sizes and colors, also the beautiful border effects can be arranged to suit any given space, and when the floor is finished it bears the stamp 'Made to Order.'"

"We all find the Linotile very pleasant to walk on, not so tiresome and cold as the ordinary marble tiles, which is a great advantage of your material."

Read also the comments of Dr. Max Thorek, chief surgeon of the American Hospital of Chicago, in his letter of May 3, 1923:

"It gives me great pleasure to advise that the Linotile which you installed in the sun parlor at my residence, has proved to be very satisfactory.

"It has been durable indeed and the beauty of design has been commented upon by many of our friends."

Linotile Floors Are Comfortable Underfoot Mr. Frank Alvah Parsons, president of the New York School of Fine and Applied Art, says, "The first requisite of a house is physical comfort." And physical comfort in its floors means that they must be easy underfoot, warm and quiet.

With Linotile none of these qualities must be sacrificed, all are inherent in the material itself. The substances of which Linotile are made are naturally yielding, and examination of a small sample or, better still, to walk upon a Linotile floor is sufficient to demonstrate its resilience. Linotile floors are not hard and rigid, but give to the tread. Persons may stand or walk upon them for hours at a time without experiencing the fatigue so commonly induced by hard floors. Furthermore, since Linotile floors are not hard and dense they are free from the coldness which is so objectionable in marble, hard tile and terrazzo.

The resilience of Linotile is also responsible for its quietness. Not only do Linotile floors effectually muffle the sound of footsteps, but they tend to deaden other noises as well.

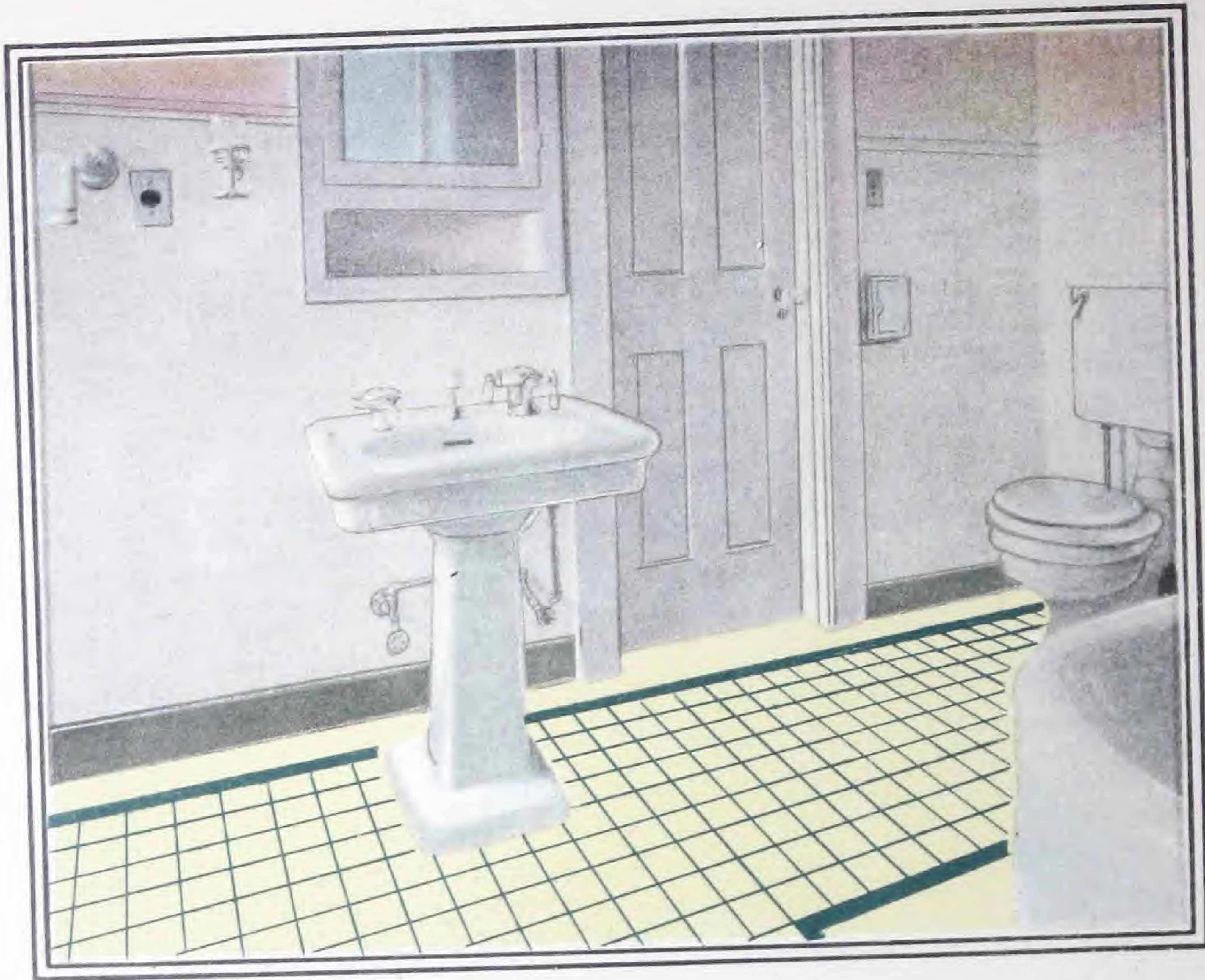
How the comfort of Linotile floors appeals to those who own them, is aptly illustrated in the following letters. The first from Mr. Albert P. Kunzelman of Milwaukee, Wis., was written on May 11, 1923:

"In reference to the new Linotile floors that you have installed in my residence, wish to say that Mrs. Kunzelman is certainly pleased with them.

"The appearance of these blocks, including the pretty border certainly makes a beautiful kitchen and service pantry floor. In fact, we like it much better than our tile floors which cost a great deal more. It is not slippery, it is very easy for the maids to walk on, who are on it all day practically, easy to clean, and as above stated, beautiful in design. I also believe it has another good feature which is that, when the maids do drop some of their dishes, there is a possibility of saving one occasionally, which is not the case with the stone tile floors."

"There is no doubt in my mind that the majority of the new homes nowadays will have Linotile for their kitchens, as the kitchen floor is the housewife's pride."

LINOTILE FLOORS



Bathroom floors of Linotile are attractive, easy to keep clean and comfortable underfoot. The floor shown here consists of four-inch squares of white Linotile with interlining strips and border of light blue. Residence of Mr. Charles P. Taft, II, Cincinnati, Ohio



In the second, also dated May 11, 1923, Mr. G. C. Kaucher, Memphis, Tenn., says:

"We are very well pleased with the Linotile floor which you installed in our sun parlor, kitchen and breakfast room. *We get a great deal of comfort from the flexibility of the tile*, and believe that it will be very durable as it has now been down three years and does not show any sign of wear."

Linotile Floors Are Easy to Clean

Because of their smooth, even surface and absence of cracks or open joints, Linotile floors have the added advantage of being easy to clean—a big point in most homes. It is neither necessary nor advisable to use scouring powders, strong soaps or special cleaning compounds. Scrubbing with a mild soap from time to time and an occasional polishing with Old English Brightener or Johnson's Liquid Floor Wax will keep Linotile floors bright and clean looking and in excellent condition.

That the care of Linotile floors is a simple matter seems to be the concensus of opinion of those who use them. For instance, Mr. William G. Herbst, an architect of Milwaukee, Wis., wrote on May 10, 1923:

"I wish to state that I am much pleased with this floor. *It is easy to keep clean*, and is noiseless, as well as being quite attractive.

"As evidence of my faith in your Linotile I have specified it for use in sunrooms, kitchens, corridors, etc., for a number of my clients. I heartily recommend Linotile to anyone wishing a good serviceable and artistic looking floor."

Read also what Mr. A. Senior Prince of Cincinnati, Ohio, says in his letter of May 12, 1923:

"It is a pleasure to express to you the entire and complete satisfaction which we have experienced with your Linotile flooring. The pattern is sharp and well defined and the floor *is easy to keep clean*.

"It has been in use for over five years and shows absolutely no signs of wear and has not given us a moment's trouble."

Mr. Albert Rose, a builder of fine residences in Detroit, Mich., is quite enthusiastic about the ease with which Linotile floors are cleaned. He wrote on May 12, 1923:

"I cannot but very highly recommend Linotile floors for high class residences, to be used in kitchens, breakfast rooms and sun parlors.

"I have used Linotile on a good many of my jobs and *some of it as long as eight years ago in my own home*, and cannot speak too highly of this material for floors as above described.

"It gives excellent wear, *is very easily cleaned and taken care of*, and does not show spots from ordinary usage in a kitchen. I can recommend it very highly to anyone who desires a very high class floor at a nominal expense."

Linotile Floors Are Sanitary

Next to comfort, the most necessary quality in a floor is that it be sanitary. In fact, in kitchens, pantries, lavatories and bathrooms sanitation would probably rank first with most home owners. To be truly sanitary, however, a floor must be nonabsorbent of liquids and free from any cracks or crevices in which dust or germs may lodge.

LINOTILE FLOORS



Note how well the floor in this illustration harmonizes with the scheme of interior decoration. It is made up of ten-inch squares of black and white Linotile laid diagonally with a border of light gray and black. Mr. Frank J. Saum's residence, St. Louis, Mo.



The oxidized linseed oil, the powdered cork, and the various gums of which Linotile is composed are all nonabsorbent. Furthermore, the great pressure under which these ingredients are combined eliminates all voids and air holes, making Linotile practically impervious to ordinary liquids. Grease or oil spilled on a Linotile floor can be washed off readily without leaving a stain, and even ink will leave no trace, provided it is removed before it dries.

In laying Linotile floors, all joints are sealed effectually with Nonpareil Waterproof Cement—a permanent compound—which is not affected by moisture or by ordinary heat or cold after it has set.

Linotile Floors Are Nonslippery Perhaps nothing is more objectionable in a floor than slipperiness—a disadvantage that is entirely lacking in Linotile. The powdered cork and other ingredients of which it is made provide a surface that is smooth and even, but one that gives a secure foothold at all times. In this respect Linotile has a marked advantage over glazed tile, hardwood and marble whose highly polished surfaces are responsible for many serious falls.

Linotile Floors Are Reasonable in Cost Compared with some of the ordinary flooring materials, Linotile may be considered expensive. But when its long life and freedom from expensive repairs and refinishings are given due consideration, the cost of a Linotile floor, when figured on a yearly basis, will be found to be less than for almost any other kind.

But any comparison that disregards the distinctive merits of Linotile floors is inconclusive and unfair. Their beauty, comfort and adaptability put them in a class by themselves and, after all, it is the complete satisfaction afforded by these qualities that makes the cost of Linotile floors so reasonable.

Surely no more conclusive testimony on this point could be submitted than a recent letter from Mrs. N. M. Graham of Cedar Falls, Iowa, in which she expresses her appreciation of the Linotile floors in her home:

“Our Linotile floors are certainly a joy and comfort. So easy to stand on—easily cleaned and add much to the beauty and charm of our new home. Feel sure they will last forever. *Have never regretted for one minute the cost of putting them in and much prefer them to regular tile.*”

Where Linotile Floors Can Be Used

The most obvious places to use Linotile floors are in sun-rooms, baths, kitchens, pantries, sleeping porches, sewing-rooms, billiard rooms and kindred areas. And because of their peculiar characteristics, no material will give more satisfactory service from every standpoint.

LINOTILE FLOORS



Note how appropriate is this Linotile floor in the combined breakfast and sunroom in Mr. E. H. Peters' residence, St. Louis, Mo. Eight-inch squares of white Linotile are laid diagonally with one-half-inch black interlining strips between. The border is of black and white strips





Four-inch by eight-inch oblongs of dark brown Linotile are combined with one and three-quarter-inch squares of light brown and one-quarter-inch black interlining strips to make this attractive sunroom floor, in the residence of Mrs. Harry Merrill, Exeter, N. H.



But the suitability of Linotile floors for halls, living- and dining-rooms and other places where tile would harmonize with the decorative scheme, should not be overlooked. One has only to glance at the illustrations on pages 4, 12 and 14 to see what pleasing decorative effects can be obtained, while from the standpoints of comfort and utility Linotile floors leave nothing to be wished for.

In nurseries, too, Linotile makes an ideal floor. It is easily kept clean and sanitary; its resilient texture absorbs the sound of running feet; and it is so warm and comfortable that dirt-collecting rugs may be dispensed with entirely if desired.

Service Details

*Smooth,
Even Base
Necessary* One of the most desirable features of Linotile floors is that they can be laid just as satisfactorily in existing residences as in new ones. In either case, however, the base on which Linotile is to be laid *must* be perfectly smooth and even. If it is not, any irregularities will show in the finished floor, making the installation unsatisfactory in appearance and serviceability.

Colors Linotile is manufactured in eleven colors, viz.: light gray, dark gray, light brown, dark brown, light blue, dark blue, light green, dark green, red, white and black, approximately as shown on the loose sheets in the back of this book. All of the colors are bright and clear, yet mellow in tone; full of life, but not glaring or discordant. The surface of the tile is remarkably smooth.

Sizes The standard sizes in which Linotile is supplied are also shown on a loose sheet in the back of this book.

Designs In the back of this book are shown a number of designs for fields and borders, suitable for a variety of different rooms. The size of the individual tiles and width of the interlining strips should be determined, of course, by the area of the room. Border strips are adjusted in every case so as to center the design and make the figure come out as evenly as possible on all sides of the room.

It should be understood that the designs shown in this book are not the only ones that can be furnished. An almost endless variety can be obtained with the eleven colors and various sizes in which Linotile is manufactured. When desired, the Company will be glad to offer suggestions and assist in the preparation of individual designs especially adapted to meet particular conditions. This service will be rendered without charge or implied obligation.

LINOTILE FLOORS



Cleanliness, durability, beauty and comfort underfoot are all combined in Linotile floors. Here alternate squares of four-inch light and dark green Linotile with three-eighths-inch white interlining strips between are used to excellent advantage in the residence of Mr. John Doran, Spokane, Wash. The border is dark green and white. Messrs. Whitehouse and Price, architects



LINOTILE FLOORS

Laid Only by Trained Men

Many years' experience has established beyond question that the service rendered by Linotile floors depends in large measure upon proper laying. And proper laying can be done only by men who have been specially trained for this work. For this reason, Linotile floors will not be sold unless they are to be installed by the experienced men in the employ of the Company, or its authorized agents. These men are thoroughly competent and can be relied upon to do satisfactory work.

Specifications for Linotile

Architects who desire to specify Linotile will find the following specifications of material service. They cover the furnishing and laying of Linotile:

- Over Suspended Concrete Floors
- Over Suspended Wood Floors
- Over Stair Treads
- Over Concrete Floors in Contact with the Ground

Linotile cannot be installed satisfactorily in basements or over any concrete floor in contact with the ground unless the floor be damp-proofed in accordance with the damp-proofing specification on page 24.

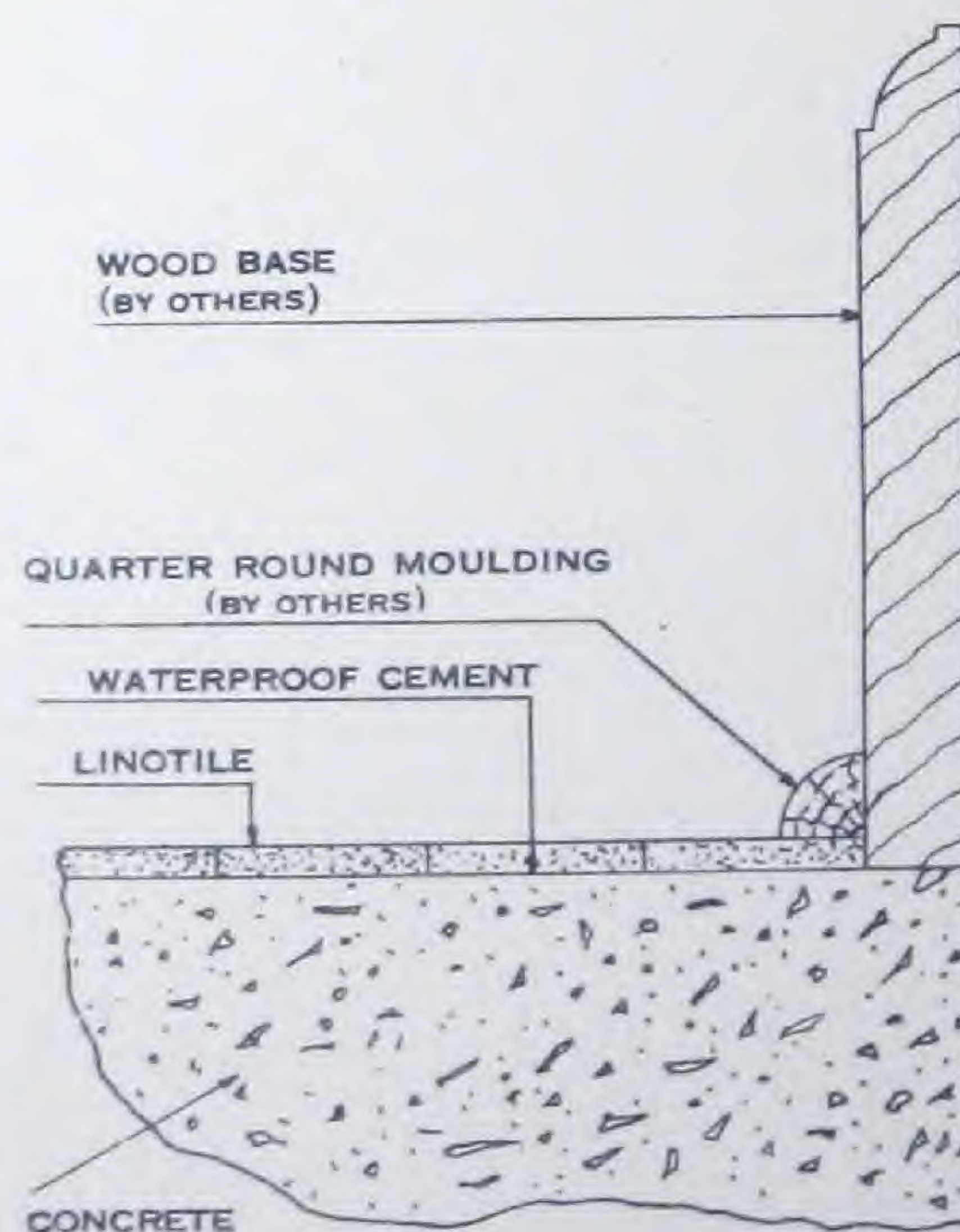
Specification for Furnishing and Installing Linotile over Suspended Concrete Floors

The suspended concrete base shall be furnished and installed by another contractor. The surface of this base shall be $\frac{1}{4}$ inch below the finished floor level and shall be troweled perfectly smooth and even.

After the concrete is thoroughly dry and well-seasoned,* there shall be installed by the Armstrong Cork & Insulation Company, or its authorized agent, a Linotile floor of plain design with a plain two- or three-piece straight line border in any combination of the eleven colors and the standard sizes in which Linotile is manufactured.

All Linotile shall be of good, durable quality, thoroughly seasoned and accurately cut to the sizes specified.

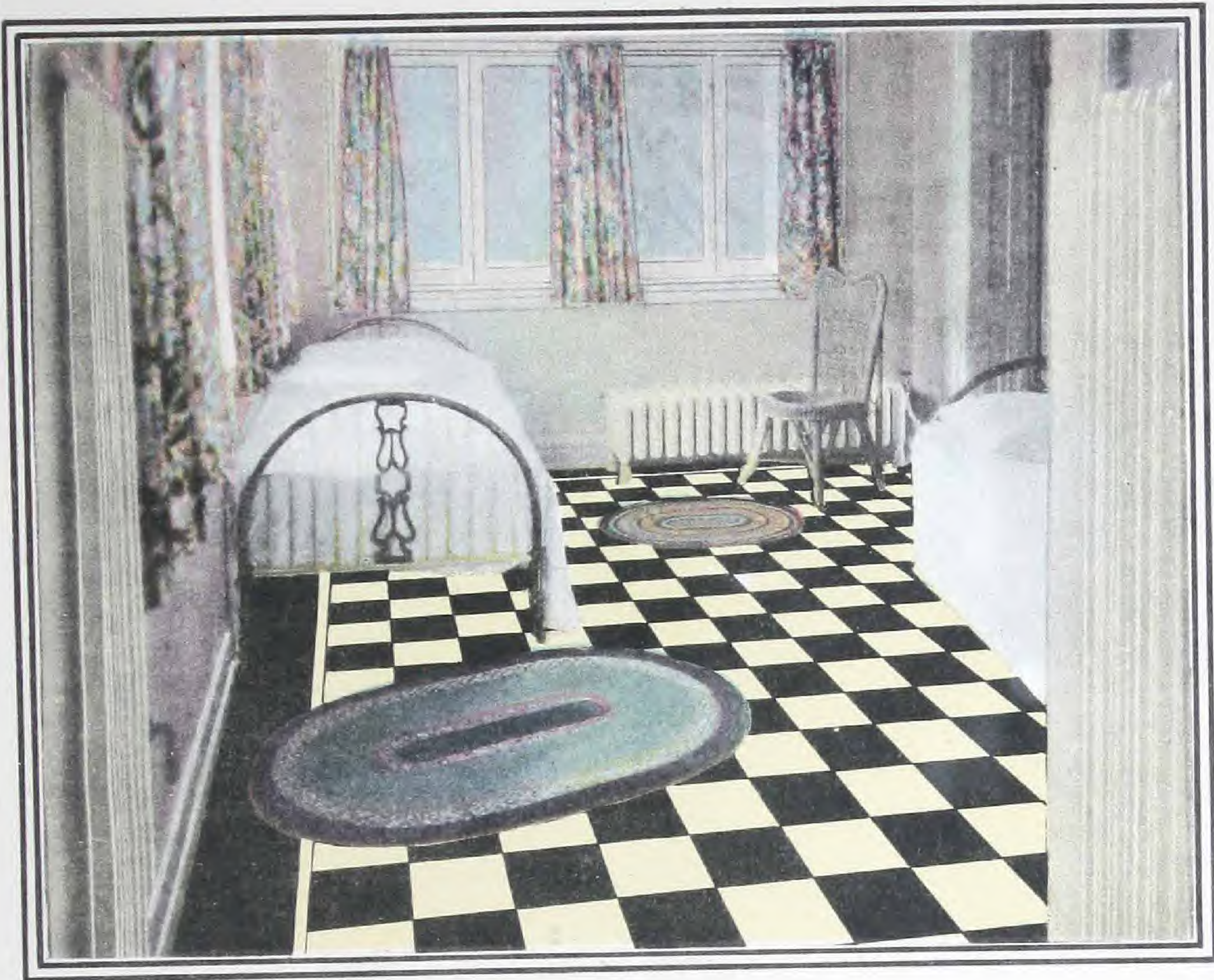
All Linotile shall be laid in Non-pareil Waterproof Cement, with the edges coated with the same material.



*Where Linotile is to be installed over a new suspended concrete floor, the concrete shall be troweled to a perfectly smooth and even surface and shall be thoroughly dry and well seasoned before the Linotile is laid.

Where Linotile is to be installed over an old suspended concrete floor or hard tile floor, the floor shall be perfectly true and even. Any low places, expansion score marks, or cracks must be repaired by another contractor, and finished flush with the surface of the floor before the Linotile is laid.

LINOTILE FLOORS



Linotile meets every requirement of the sleeping porch floor. The one shown here is composed of eight-inch squares of black and white Linotile with a border of the same colors. Residence of Mr. L. W. Reys, Springfield, Mo. Messrs. Hawkins & Hoener, architects



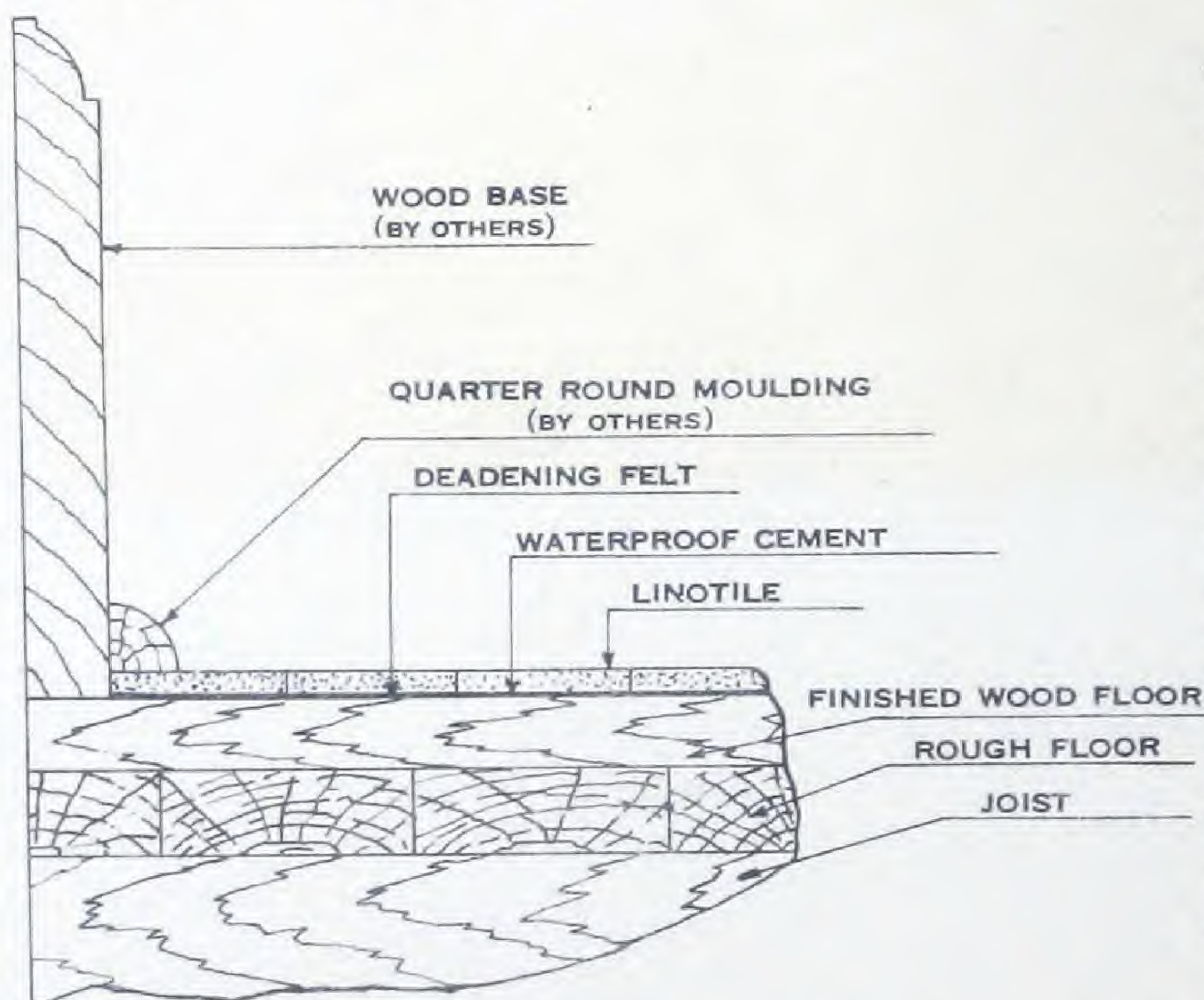
LINOTILE FLOORS

The lines between the tile shall be straight so as to preserve the symmetry of the design, and the surface of the finished Linotile shall be cleaned and left in good condition.

All borders shall follow the line of permanent fixtures, and the width of borders may vary to allow for variations in the dimensions of rooms, size of tile and design selected. The Linotile shall butt against base and plinth blocks which shall be carried down to the base floor level.

Specification for Furnishing and Installing Linotile over Suspended Wood Floors

The suspended wood base shall be furnished and installed by another contractor. This wood base shall be brought up to a surface $\frac{3}{8}$ inch below the finished floor level, and shall be of thoroughly dry and well-seasoned* $\frac{7}{8}$ -inch thick T & G lumber, not more than 3 inches wide, laid close but not driven tight, and left perfectly smooth and even.



On this wood base, there shall be installed by the Armstrong Cork & Insulation Company, or its authorized agent, a deadening felt weighing approximately $1\frac{1}{2}$ pounds per square yard. The felt shall be securely cemented to the base with all seams butted and made tight, and over this there shall be installed a Linotile floor of plain design with a plain two- or three-piece straight line border, in any combination of the eleven colors and standard sizes in which Linotile is manufactured.

All Linotile shall be of good, durable quality, thoroughly seasoned and accurately cut to the sizes specified.

All Linotile shall be laid in Nonpareil Waterproof Cement, with the edges coated with the same material. The lines between the tile shall be straight so as to preserve the symmetry of the design, and the surface of the finished Linotile shall be cleaned and left in good condition.

All borders shall follow the line of permanent fixtures, and the width of borders may vary to allow for variations in the dimensions of rooms, size of tile and design selected. The Linotile shall butt against base and plinth blocks which shall be carried down to the base floor level.

*Where Linotile is to be installed over a new suspended wood floor, this floor shall be laid with approximately $\frac{1}{8}$ inch between the boards, and face nailed to eliminate expansion and buckling. Any unevenness in the boards shall be planed smooth and even by another contractor.

Where Linotile is to be installed over an old suspended wood floor, all loose, defective or badly worn boards shall be replaced or face nailed, and all unevenness of the boards be planed smooth by another contractor.



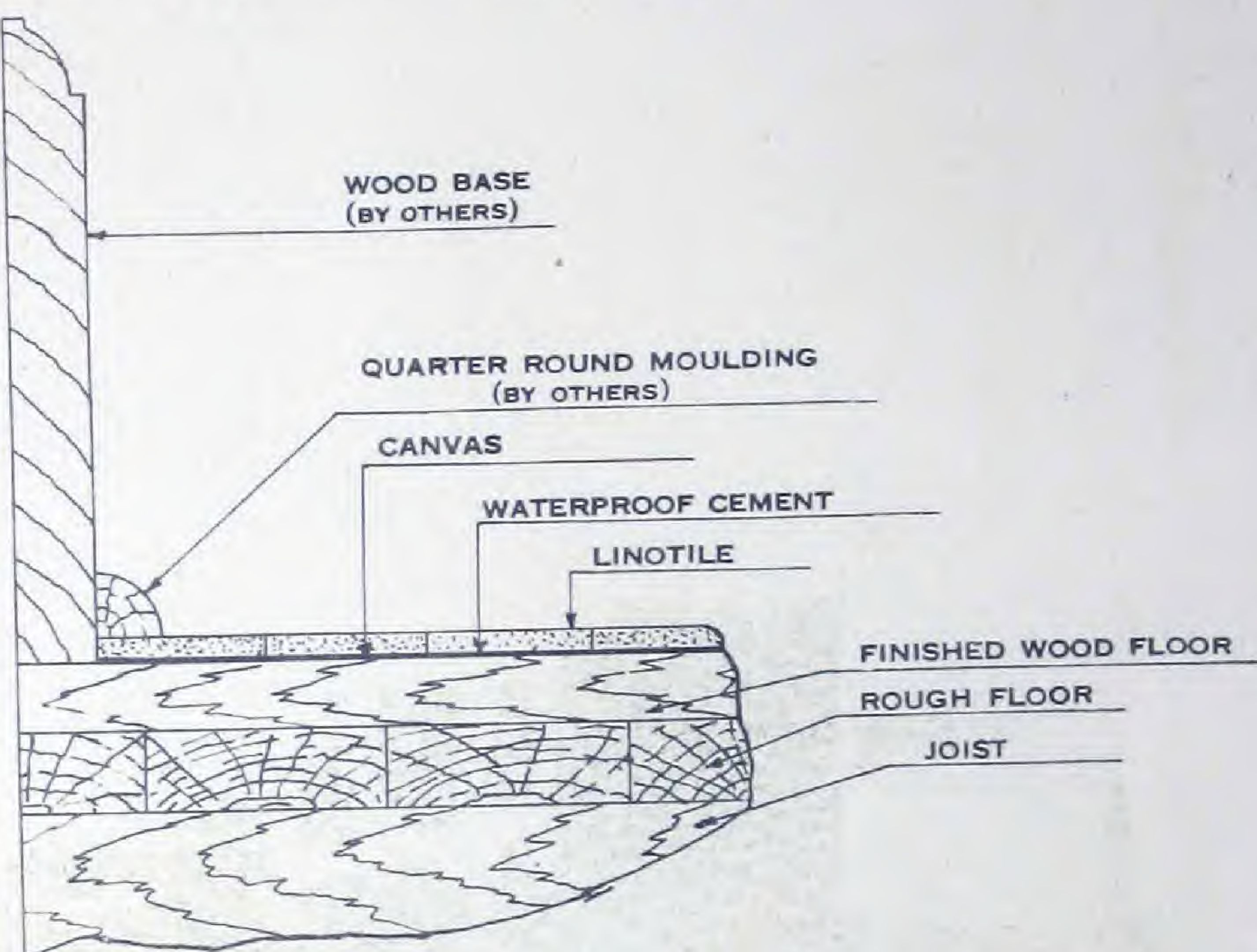
Four-inch squares of light and dark green Linotile and three-eighths-inch interlining strips make up this attractive and comfortable sunroom floor. Residence of Mr. E. Hubbard, College Hill, Cincinnati, Ohio



LINOTILE FLOORS

Alternate Specification for Furnishing and Installing Linotile over Suspended Wood Floors

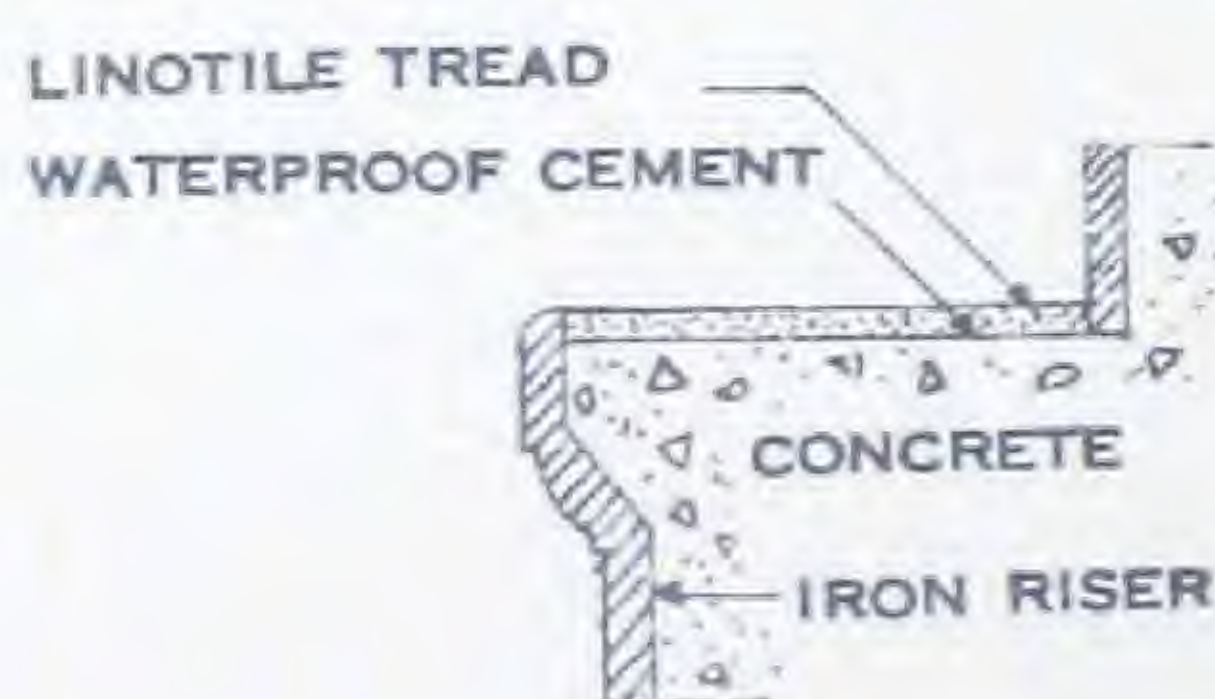
The suspended wood base shall be furnished and installed by another contractor. This wood-base shall be brought up to a surface $\frac{5}{16}$ inch below the finished floor level, and shall be of thoroughly dry and well-seasoned* $\frac{7}{8}$ -inch thick T & G lumber, not more than three inches wide, laid close but not driven tight, and left perfectly smooth and even.



On this wood base there shall be installed by the Armstrong Cork & Insulation Company, or its authorized agent, a suitable canvas. The canvas shall be carefully stretched, the edges butted and securely tacked to the base on 4-inch centers, and over this there shall be installed a Linotile floor (balance of this specification to be the same as the preceding specification).

Specification for Furnishing and Installing Linotile on Stair Treads

The stair treads shall be furnished and installed by another contractor. The surface of the treads shall be $\frac{1}{4}$ inch below the finished step level and shall be perfectly smooth and even. A nosing of concrete, steel or brass extending $\frac{1}{4}$ inch above the treads so as to finish flush with the top of the Linotile shall be installed by another contractor.



There shall be installed by the Armstrong Cork & Insulation Company, or its authorized agent, Linotile of one color or a plain design selected from the eleven colors and the standard sizes in which Linotile is manufactured.

All Linotile shall be of good, durable quality, thoroughly seasoned and accurately cut to the sizes specified.

All Linotile shall be laid in Nonpareil Waterproof Cement with the edges coated with the same material, and the surface of the finished Linotile shall be cleaned and left in good condition.

Where Linotile is to be installed over new concrete treads, the concrete shall be troweled to a



* Where Linotile is to be installed over a new suspended wood floor, this floor shall be laid with approximately $\frac{1}{32}$ inch between the boards and face nailed to eliminate expansion and buckling. Any unevenness in the boards shall be planed smooth and even by another contractor.

Where Linotile is to be installed over an old suspended wood floor, all loose, defective or badly worn boards shall be replaced or face nailed, and all unevenness of the boards be planed smooth by another contractor.

LINOTILE FLOORS



Linotile makes a clean and cheerful looking kitchen floor and one that is comfortable as well. In the residence of Mr. Arthur W. Schlessinger, Detroit, Mich., alternate four-inch squares of light blue and white Linotile are separated by one-quarter-inch black interlining strips and surrounded by a border of light blue and black

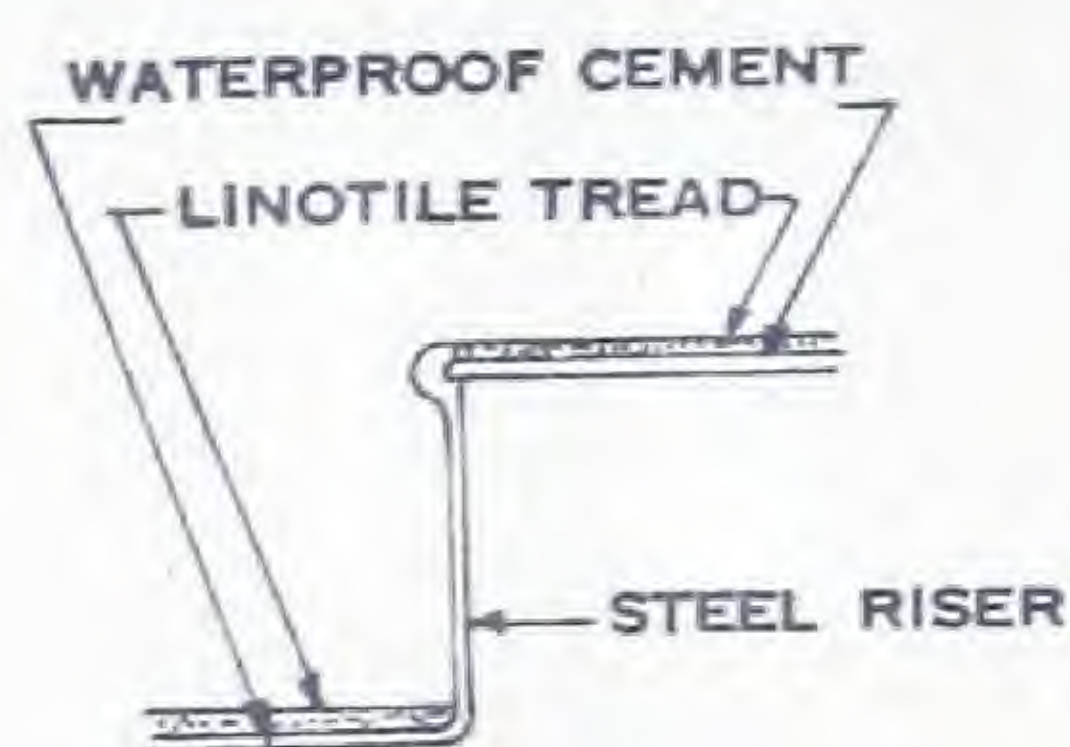


LINOTILE FLOORS

perfectly smooth and even surface. The concrete shall be thoroughly dry and well seasoned before the Linotile is laid

Where Linotile is to be installed over old concrete treads, the treads shall be perfectly true and even and any low places or cracks shall be repaired by another contractor and finished flush with the surface of the tread before Linotile is laid. The concrete shall be thoroughly dry and well seasoned.

Where Linotile is to be installed over metal treads, the metal shall be sufficiently rigid to form a firm base for the Linotile.



Where Linotile is to be installed over new wood treads, the treads shall be made of dry and well-seasoned lumber not less than $\frac{7}{8}$ inch thick, and left perfectly smooth and even. Where Linotile is to be installed over old wood treads, all loose, defective or badly worn boards shall be replaced or face nailed. Any unevenness in the boards shall be planed smooth and even by another contractor.

Specification for Furnishing and Installing Linotile over Concrete Floors in Contact with the Ground

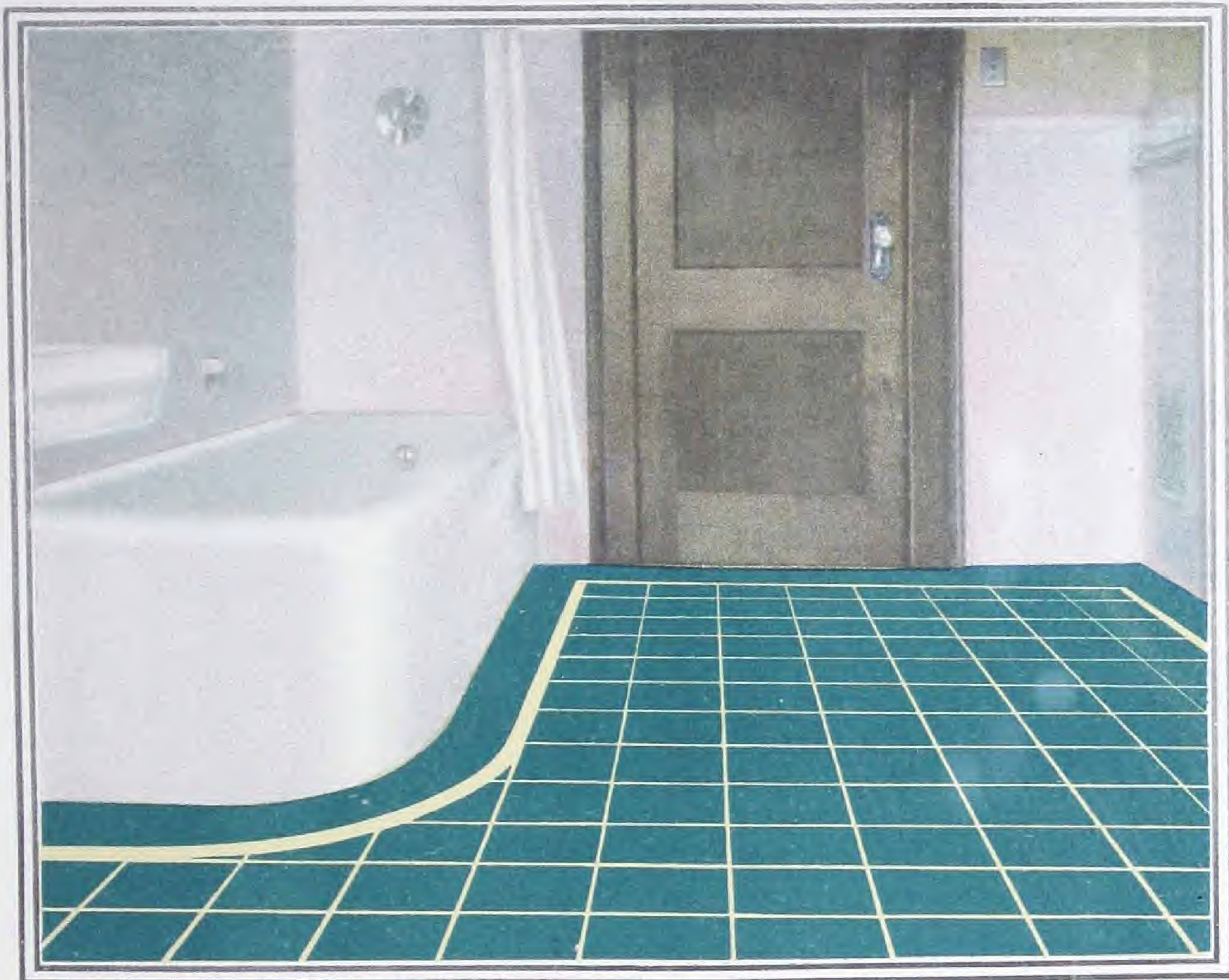
The concrete base to receive Linotile shall be furnished and installed complete by another contractor as follows: The concrete in contact with the ground shall be brought up to within not less than 3 inches of the finished floor line and shall have a level float finish. On this surface shall be installed a damp-proofing membrane consisting of five layers of one-ply saturated felt, each layer to be laid in and mopped with hot pitch (total thickness of membrane to be approximately $\frac{1}{4}$ inch). This membrane is to be flashed up the outside walls and columns to a point at least 1 inch above the *finished* floor line. On top of this damp-proofing membrane shall be furnished and installed a rough concrete floor approximately $1\frac{1}{2}$ inch in thickness with a 1-inch top cement finish, screeded and troweled smooth and level, without score marks. This surface shall be finished exactly $\frac{1}{4}$ inch below the desired finished floor level.

After the concrete is thoroughly dry and well seasoned, there shall be installed by the Armstrong Cork & Insulation Company, or its authorized agent, a Linotile floor of plain design with a plain two- or three-piece straight line border in any combination of the eleven colors and the standard sizes in which Linotile is manufactured.

All Linotile shall be of good, durable quality, thoroughly seasoned and accurately cut to the sizes specified.

All Linotile shall be laid in Nonpareil Waterproof Cement, with the edges coated with the same material. The lines between the tile shall be straight so as to preserve the symmetry of the design, and the surface of the finished Linotile shall be cleaned and left in good condition.

All borders shall follow the line of permanent fixtures, and the width of borders may vary to allow for variations in the dimensions of rooms, size of tile and design selected. The Linotile shall butt against base and plinth blocks which shall be carried down to the base floor level.



What an attractive place the bathroom can be made with a floor of warm, colorful Linotile. In Mr. Paul Doepper's residence, Richmond Hill, Long Island, N. Y., shown here, six-inch squares of light blue Linotile are separated by three-eighths-inch white interlining strips and surrounded by a border of light blue and white



The Care of Linotile Floors

Few things affect the appearance of the interior of a building more than the floors; hence, it is surprising that so little attention is paid to keeping them in good condition. The fact remains, however, that it is the exception rather than the rule to find a floor that has received the proper attention, no matter what the material. As a consequence, the full beauty of the average floor is lost, and repairs or replacements are necessary all too soon.

Frequency of Cleaning First of all, a floor should be kept clean. The only way to accomplish this result with marble, linoleum, ceramic tile, or Linotile is by the use of soap and water with a cloth or brush as the necessity arises. No hard and fast rule can be laid down as to the frequency of cleaning Linotile, but it will be required no oftener than with floors made of the other materials.

The Proper Soaps It is vitally important that strong soaps, soap powders or cleansers containing free alkalies or other harmful ingredients never be used on Linotile. They will injure or destroy it just as they will polished hardwood, linoleum or painted wood floors. In the case of Linotile, the alkali saponifies the linseed oil and causes disintegration. It is liable also to affect the colors and so mar the appearance of the floor. The safest course is never to experiment with soaps, soda, lye, cleaning powders or so-called "scouring" compounds, but to follow the instructions given in the booklet devoted to the care of Linotile floors. It describes in detail the most satisfactory methods and gives a list of soaps that have been thoroughly tested and are known to be safe to use. A copy of this booklet is given to every purchaser of Linotile floors and additional ones will be gladly sent on request.

Further Information

Samples, Estimates Samples, estimates and further information will be cheerfully submitted on application. Branch offices are located in the principal cities of the United States and Canada.

ARMSTRONG CORK & INSULATION COMPANY
PITTSBURGH, PA., U. S. A.

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